



WXYZ

ORDER

Print Date 08/29/12

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Flight Dates **08/26/12-11/25/12**

Order Sep 00:20:00

Contract / Revision **299253 /**

Product

Estimate #

The People Should Decide | Detroit

Alt Order #

Original Date / Revision
06/01/12 08/06/12

Agency Com 15%

Billing Type Cash

Billing Contact

Order Type GENERAL

Advertiser **The People Should Decide C**

Billing Cycle EOM/EOC

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Billing Calendar BROADCAST

Agency **Smart Media Group**

Demographic A25-54

Buying Contact

Sales Office EWSDC

Rev Codes POL POL ISS Ballot

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Sales Region NAT

Product Codes PL

Agency Ref

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share 100% Market Value 11765

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WADL	%	0
WDIV	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	1	\$3,117.20	\$3,667.29	0.00	07/30/12	08/26/12	1	\$3,117.20	\$3,667.29
September 2012	1	\$2,757.80	\$3,244.47	0.00	08/27/12	09/30/12	1	\$2,757.80	\$3,244.47
October 2012	1	\$3,555.50	\$4,182.94	0.00	10/01/12	10/28/12	1	\$3,555.50	\$4,182.94
November 2012	1	\$569.50	\$670.00	0.00	10/29/12	11/25/12	1	\$569.50	\$670.00
Totals	4	\$9,999.99	\$11,764.70	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	08/26/12	11/25/12	Pre-Roll	NON	Pre-Roll	-----S	:00	1	\$0.00	P-1	0.00 NS	4	\$11,764.70
				Pre-Roll										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/26/12	-----S			1			\$3,667.29		0.00			
Week: 08/27/12		09/02/12	-----			0			\$0.00		0.00			
Week: 09/03/12		09/09/12	-----			0			\$0.00		0.00			
Week: 09/10/12		09/16/12	-----			0			\$0.00		0.00			
Week: 09/17/12		09/23/12	-----S			1			\$3,244.47		0.00			
Week: 09/24/12		09/30/12	-----			0			\$0.00		0.00			



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Contract / Revision **299253** Flight Dates **08/26/12-11/25/12**

Hiatus Dates

Original Date / Revision 06/01/12/ 08/06/12

Order Sep 00:20:00

Advertiser **The People Should Decide** Product **The People Should Decide** | Estimate #

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WXYZ	08/26/12	11/25/12	Pre-Roll	NON	Pre-Roll	-----S	:00	1	\$0.00	P-1	0.00	NS	4	\$11,764.70
				Pre-Roll											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----	0		\$0.00		0.00						
Week:		10/08/12	10/14/12	-----	0		\$0.00		0.00						
Week:		10/15/12	10/21/12	-----	0		\$0.00		0.00						
Week:		10/22/12	10/28/12	-----S	1		\$4,182.94		0.00						
Week:		10/29/12	11/04/12	-----	0		\$0.00		0.00						
Week:		11/05/12	11/11/12	-----	0		\$0.00		0.00						
Week:		11/12/12	11/18/12	-----	0		\$0.00		0.00						
Week:		11/19/12	11/25/12	-----S	1		\$670.00		0.00						
														Totals	4 \$11,764.70